

**Data Standards Consortium
Web-Based Resource Center/ Lewin Call
January 9, 2003, 2:00 PM ET**

Lewin Staff:

Christina Worrall – Project Director
Jed Perry

Social & Scientific Systems Staff:

Allen Kendall – Project Director at SSS
Natalie Fike – Web Designer

WRC Workgroup Members:

Tom Doremus, Information and Communications Specialist
Public Health Foundation (PHF)

Suzie Burke-Bebbee, Health Informatics Specialist
National Center for Health Statistics (NCHS)
Centers for Disease Control and Prevention (CDC)

Sally Klein, MT HIPAA Project Manager
National Association of State Medicaid Directors

Bob Kambic, Professor of Health Informatics
Johns Hopkins University School of Health

Robert Davis, M.S., Director
New York State Department of Health Statewide Planning and Research
Cooperative Systems

Michelle Williamson, Health Informatics Specialist
National Center for Health Statistics (NCHS), CDC

Alana Knudsen-Buresh
National Association of Health Data Organizations

Anna Orlova, Ph.D.
Associate Professor
Johns Hopkins School of Public Health

Katherine Kvale, M.D.
Epidemiologist
Wisconsin Public Health Data Steering Committee

Vivian Auld

National Library of Medicine

Discuss the new look for the home page and the subpages;

Allen stated that Lewin appreciated the comments received thus far on the content. We want to finalize the design quickly and then move into the products.

Jed discussed the look of the Home Page. Two different page designs were created by SSS to respond to the comments from the last call, the home page and subsequent pages. The home page was located at a web site accessed by workgroup members. Many comments expressed a general like of the design. One workgroup member noticed that the banner kind of ends $\frac{3}{4}$ of the way across the page, but the announcements is farther over. The announcements will be moved toward the banner. This is only a problem for high resolution screens, but we should keep that in mind as we design the page. Tom liked the happier image for the "let us hear it," but would prefer a message that spoke more to "let us hear about your needs." Other suggestions were, "Let us hear you," "Tell us what you need," and "Let us hear from you." The group wanted to stay away from "Tell us what you want." It was also suggested to add the word "about". We want to collect feedback about the site and want to make the image compel people to complete the survey. A member suggested that perhaps we could make the site survey questions appear without the person having to specifically select the survey box. People would then not need to choose to fill out the questionnaire but would invite the person to take our online survey to see if the site meets their needs. "The site needs you to help us make it better." It was suggested that this could be on the search page and on some of the links but not all of them. The user should also have an option to take the survey on their own. The word Consortium is missing from the title and will be added.

Members also liked the subpage. The white space looks rather bare, but will be filled with the title of the particular page. Members were able to view a page with the product #5 on it. The buttons on the left show the banner and any products that are part of that section will be part of that page. It was suggested to double space the links on the left hand side. This would be easier to read, but could be more condensed. It was decided to move back to single spacing. It was also suggested that the bullets could be two lines each. That would allow more information into the content. There could be white space on either side of the vertical rule. When the user clicks on the item, the item appears under the browser. This will be improved by adding a white space under the item. Each section has a "back to top" after each section. It seems quite frequent now, but as new items are added to the pages, it will be a useful tool. Suzie noticed that when she moved out to a link and then closed the link it shut down the browser. That will be fixed. Some problems were also encountered pulling up this site in all internet applications. SSS will check this out and fix. Suzie commented that

Marjorie felt there shouldn't be pictures on the subpage. Committee members felt this was a matter of personal preference. Kate would like to see pictures that tie this back to locals in some way, and Tom agreed that images of people help tie this site to people who work at a local level. Perhaps images that show practitioners working with clients or more images available in the content rather than in the banner could be used. Most committee members liked the use of images but would like the images to grab people and hold their attention. Lewin and SSS will be meeting to go through the image library looking for images that come alive. Many committee members also expressed bias against cartoon images or clip art images. The committee will be able to see any new ideas and images as they are put into the site project.

Discuss reactions and comments to the products submitted to the Work Group in December

Lewin commented that they wanted to be sure the content was solid and so have spent less time on the visual display. They will be working on jazzing it up. At this time they need more input on the substance of the products, but will also take comments about how to improve the look and feel. Marjorie had left comments on #1 that she wanted to make that more of a marketing document. The overarching purpose of that document is to have enough information to allow the user to customize it for his/her own purposes. It could be made more 'slick' but more information could be included in the note section. Anna suggested that #4 starts well, but it is difficult to know who is the user. It might be a good idea to have a usability study when we finish to find out what local health departments think of the modules, the content, and their value to them. There also seem to be a lot of definitions inside of the text and it would seem to be a good idea to have a separate page for the vocabulary. The web site should clarify for the user if it is for researchers, local public health, etc. The audience for these modules will be broad, but will be sorted for the basic and more sophisticated users. A glossary is being prepared, but is not complete at this time. A usability study is not included as part of this project, but could be done later. Anna and Christina will discuss some of these issues separately.

Kate wondered how Lewin will incorporate comments from a variety of people. Each viewer and user will have a different style, knowledge and perspective. In general, she believes there is a good base here and perhaps it is not possible to include everything that is suggested. The contractors have been trying to think about how to replace text or supplement text with visual images. Bob Kambic suggested that government websites are very attractive. Most employ text with the ability to bring up maps, color and visual graphics. The contractors stated that no comments they have received so far have been contradictory. Most have been quite consistent and they have tried to honor as many as possible. The workgroup will see these improvements in the various iterations of this site. All of the products will be integrated into the site by March, and we will get more

comments at the meeting. We will see changes based on today's comments between now and the February call.

Specific questions:

The contractors asked the workgroup how they felt about the extent to which the links to various other web sites should come from the content or from the end of each product piece.

Tom felt that links dotted throughout the body of material often takes people away from the site. While they may come back, there is a mental process related to drifting away. It is important to make a whole point in the tutorial before people are jetting off elsewhere. Kate agreed and also expressed frustration when linking on and on and then encountering pages that cannot be displayed. Anna felt that internal links disrupt the flow of information, but it may be helpful to have the links closer to the subject being discussed. If the icon could be placed next to the paragraph the user could finish reading, but then could use the link rather than waiting until the end. Some of the products may also contain more internal links. Tutorials link directly to the sites in the annotated bibliography, but not to the bibliography itself. There are no hard and fast rules about the linking, but people can comment as these products get ready for review.

Some comments have already been received about the product written by Bob Davis. These are under consideration.

The Consortium page is supposed to include member testimonials. If workgroup members want to provide testimonials or know of someone else who might contribute these, they are to send them to the listserve. Other comments on products should be sent to the listserve.

Review upcoming dates prior to the next Work Group conference call in February.

SSS will be integrating the products into the web pages. We will be able to look at them as they are completed. The next call is scheduled for February 7. Workgroup members are asked to be harsh, click on all the links, and make sure that it all works the way it was intended. Other logistical comments will be welcome.

Action Items:

- Workgroup members to continue to review the products and make comments to the listserve.
- SSS and Lewin to meet to review the library of visual images to look for images that show life and energy and make the user want to stay on the site.

- Anna and Christina to discuss how to point specific users to parts of the site.